

Ulster County Economic Development Alliance  
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## **MINUTES**

Special Meeting of the Board of Directors  
July 5, 2017

A meeting of the Board of Directors of the Ulster County Economic Development Alliance was held on Wednesday, July 5, 2017, Legislative Chambers, 6<sup>th</sup> Floor, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following Board Members were present:

Julie Cohen-Lonstein	Chair
James Maloney	Vice-Chair
Burton Gulnick, Jr.	Treasurer
Hector Rodriguez	
Kenneth Crannell	

The following Board Members were absent with notice:

Ward Todd	Secretary
Robert Sudlow	

Ulster County Office of Economic Development Staff:

Suzanne Holt, President & CEO  
Timothy Weidemann  
Christopher J. Rioux, Chief Financial Officer  
Bernadette Andreassen

Additional Attendees:

Julian Lessor	Luminary Media
Geddy Sveikauskas	Ulster Publishing

The meeting was called to order by Chair Julie Cohen-Lonstein at 4:45 PM.

This institution is an equal opportunity provider, employer, and lender.

### **ANNUAL HOUSEKEEPING RESOLUTION**

RESOLUTION APPROVING CERTAIN APPOINTMENTS AND ADMINISTRATIVE MATTERS OF THE CORPORATION

**Motion:** Kenneth Crannell, seconded by James Maloney, moved to adopt said Resolution and the officers as listed in Schedule A of said Resolution.

**Vote:** The motion was adopted.

### **ACKNOWLEDGEMENT OF FIDUCIARY DUTY** **CERTIFICATION OF NO CONFLICT OF INTEREST**

Chair Cohen-Lonstein requested that all members complete their respective Acknowledgement of Fiduciary Duty and Certification of No Conflict of Interest and return same to staff.

### **MINUTES**

**Motion:** Hector Rodriguez, seconded by Kenneth Crannell, moved to approve the Minutes of the June 13, 2017 meeting. A copy of said minutes is on file.

**Vote:** The motion was adopted.

### **FINANCIALS**

Christopher J. Rioux, CPA, Deputy Commissioner of Finance, presented the financials for the period ending June 30, 2017. A copy of said financials is on file.

**Motion:** James Maloney, seconded by Hector Rodriguez, moved to approve the Financials for the period ending June 30, 2017.

**Vote:** The motion was adopted.

### **COMMITTEE REPORTS** **Ulster County Revolving Loan Fund Committee**

UCRLF Committee Chair, James Maloney, reported that the Committee met today prior to the meeting of the UCEDA at which time the loan with The Farm Bridge was unanimously approved by the members.

**Motion:** James Maloney, seconded by Kenneth Crannell, moved to approve the loan with The Farm Bridge.

**Vote:** The motion was adopted.  
Hector Rodriguez voting no.

**MARKETING**  
**Luminary Media Update**

Julian Lessor, Luminary Media, furnished recent copies of the Chronogram (20,000 pieces distributed in 700 locations in the Hudson Valley) and Upstater (50,000 pieces distributed in New York City, Manhattan and Brooklyn) to the Board. A presentation and preview of Luminary's campaign was given by Mr. Lessor which included 1) video planning, 2) content marketing, 3) Google and social media, 4) print ad strategy, 5) media buy strategy; and 6) additional photography to shoot.

Chair Julie Cohen-Lonstein questioned the way in which feedback is being tracked and inquiries being answered from the ads. Julian explained that at the present time, a call of action is contained in all ads which leads the individual to the County website and phone number to make those connections. He further stated that the campaign is in an early foundation state and different possibilities to enhance the response tracking will be explored.

**OLD BUSINESS**

There was no old business.

**NEW BUSINESS**

**Invoice**

An invoice for Marketing and Advertising from Luminary Publishing, Inc. (Invoice No. 75210) 17007 UCEDA Marketing and Advertising, dated June 19, 2017 was presented to the Board for approval. A copy of said Invoice is on file.

**Motion:** Robert Sudlow, seconded by James Maloney, moved to approve payment of Invoice No. 75210 in the amount of \$8,838.83 to Luminary Publishing, Inc.

**Vote:** The motion was adopted.

**Ellenville Million Economic Development Fund Application from**

**LUIS DIAZ, d/b/a LABELLA's PIZZERIA**

Suzanne Holt gave the Board a brief background stating that the building is located next to Shadowlands in Ellenville and was previously a pizzeria. When Mr. Diaz purchased the property in 2015, he continued to operate a pizzeria business; however, he and his wife are currently in the process of turning it into a higher-end Italian restaurant which will create nine full-time jobs. Mr. Diaz has expended a substantial amount of money on the renovations thus far with \$40,000.00 of work remaining. Under the Ellenville Million's current formula, Mr. Diaz is eligible for approximately \$8,000.00. Chair Julie Cohen-Lonstein questioned whether this approval would preclude Mr. Diaz from applying for more funds in the future should the rules change with business competition. Suzanne Holt stated that the approval now would not affect his subsequent eligibility. A question was raised by Hector Rodriguez as to the uncertainty of the success of a sole-proprietorship restaurant business. Ms. Holt addressed the issue in stating that although she

cannot guarantee the success of any restaurant business, she can reassure Mr. Rodriguez that Mr. Diaz is a long-standing member of the community, he is raising his children in the community and that she feels he is rooted. A copy of said application is on file.

**Motion:** James Maloney, seconded by Kenneth Crannell, moved to approve the application from Luis Diaz.

**Vote:** The motion was adopted.

### **ELLENVILLE MILLION REALLOCATION**

Suzanne Holt reported to the Board that the Legislature is meeting on July 12, 2017, at which time she will be presenting the Memo containing the specifics of the Ellenville Million Reallocation which the UCEDA Board approved last month.

### **CORRESPONDENCE**

No correspondence was received for review.

### **PUBLIC COMMENT**

No individuals requested the Privilege of the Floor. The Public Comment section of the Agenda was closed.

### **ADJOURNMENT**

**Motion:** Hector Rodriguez, seconded by James Maloney, moved to adjourn the meeting.

**Vote:** The motion was adopted.

The Meeting was adjourned at 5:11 PM.